



WEWS

ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **313505 /**
Original Date / Revision
 10/01/12 10/01/12
Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**
Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Friends of Brown Week # 5 10.2-10.
Agency Com 15%
Billing Contact
**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 5 60s**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 44200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	30	\$37,570.00	\$44,200.00	0.00
Totals	30	\$37,570.00	\$44,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	30	\$37,570.00	\$44,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/02/12	10/08/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	4	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		3				\$1,200.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 2	WEWS	10/02/12	10/08/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	4	\$1,100.00	P-2	0.00	NM	4	\$4,400.00



WEWS

Print Date: 10/03/12

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Contract / Revision **313505** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Friends of Brown Week # 5** Estimate # **Week # 5 60s**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/02/12	10/08/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	4	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		3				\$1,100.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$1,100.00		0.00			
N 3	WEWS	10/02/12	10/08/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	1:00	4	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$800.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$800.00		0.00			
N 4	WEWS	10/02/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	1:00	4	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$1,100.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$1,100.00		0.00			
N 5	WEWS	10/02/12	10/08/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	1:00	4	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		1				\$2,800.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$2,800.00		0.00			
N 6	WEWS	10/02/12	10/08/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	1:00	4	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$1,800.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$1,800.00		0.00			
N 7	WEWS	10/02/12	10/08/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	1:00	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$2,600.00		0.00			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 8	WEWS	10/02/12	10/08/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	1:00	4	\$1,900.00	P-2	0.00	NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$1,900.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$1,900.00		0.00			
Totals														30	\$44,200.00